PREFACE

It is amazing to see that hundreds of thousands of advertisements are telecast daily in TV, sweet words and known voices of celebrity broadcasts through radio waves, thousands of print media are published commercials with colourful photos of favourite celebrities, innumerable websites and out of home billboards disseminate and display celebrity advertisements in style. It always fascinated me to study the role of celebrity advertisements across all those media. Though it is understood that celebrities do appear in media to speak about good features of products and services for the marketers but it always remains as an underlying question to ponder over as to how their persuasive role help an endorsed brand to grow and increase its demand and sale.

Advertisement in itself has persuasive and promoting qualities that induce interest in consumers to experience the products or services. But simple and non celebrity advertisements may not always be effective to deliver the correct message to motivate customers as they generally have neglecting attitude towards such advertising messages. In such contrast situation, the marketers have evolved an alternative and effective advertising strategy in 19th century engaging popular celebrities from movies, athletes, and sports, modeling world etc. to endorse the products and since then the strategy has been practiced throughout the world. But celebrity endorsement in India has developed only after 1980, with the development of media and communication. This unique kind of marketing strategy has proved to be a boon in the advertising world.

It is mainly used to influence the consumers’ behaviour that comes across these advertisements as it is accessed in the consumers mind that helping prompt recall even after many days of the advertisement.

The reasons of using celebrities in advertisements are numerous but the most important of all reasons is their unleashing power to increase the association value with the target audience and influence in the buying behaviour. When the target group of celebrity endorsements are college students (youth) who have emotional bonding with their favourite celebrities, there develops a synergic relationship in between. On the other hand, the celebrities, who endorse the products, easily produce an emphatic aura in the minds of the targeted youth customers and thereby hinge an influential role to motivate for the purchase of endorsed products.
The college students (youth) who use the personal care products at the maximum and when these products are endorsed by their favourite celebrities, a magical environment is created. One way the young minds aspire to follow and look like their favourite celebrity, on the other, the celebrities promote those beauty and hygiene categories of products to match the needs of such desired look and style.

This research study has dealt with the comprehensive subject dimensions of the celebrity endorsement with models and its influencing role on the buying behaviour of college goers especially on the purchase of their personal care products. It includes the study of the development of celebrity endorsement and personal care market in India. This study has further analysed the driving forces and development of personal care products market in one way and macro and micro factors which influence either directly or indirectly on consumers, the consumers' socio-economic and cultural aspects of buying behaviour on the other.

The creation of products and utility, its promotion through celebrity endorsements and consumption of products by customers are mutually interrelated activities. In the courses of these activities and in regard to the mutual or conflicting interest, the regulatory provisions have certain roles for protecting and safeguarding the interest of all concerned groups so that one cannot violate rules to deceive another and infringe into others legitimate areas. This research study has analysed the regulations are related to products, advertisements and protection of consumers' interest prevailing in other parts of the world and in India. In this study, it has been realized the needs of uniform law and consumer protection initiatives instead of multiple laws and enforcement agencies.

This study has drawn some inferences bearing tremendous socio-economic utility to draw the attention of corporate policy makers to ponder over those inferences before launching their products and engage celebrity as endorser. In respect of the policy decision of the state, it is desirable to draw effective measures for the protection of customers' interest above all and next to augment their revenue linked with the corporate policy of celebrity endorsements. The teen aged students, being stake holder, should also explore the maximum benefits so that they always remain in a gain-gain situation of such celebrity endorsements.

Finally the research study summed up with findings, suggestion and conclusion with future scope of extensive research on the topic.